

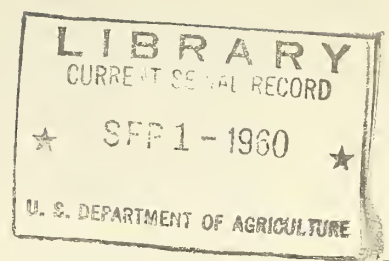
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CONSUMER PURCHASES OF



# SELECTED FRUITS AND JUICES

DECEMBER 1959

CPFJ- 95

U. S. DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

February 1960

Based on data collected by the Market Research Corporation of America.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES  
DECEMBER 1959

By Clive E. Johnson  
Market Development Research Division  
Agricultural Marketing Service

: The data in this report represent estimated total purchases :  
: by household customers only and do not include those by hotels, :  
: restaurants, hospitals, or other institutional outlets. Data for:  
: single months are for 4-week periods (28 days) to permit compari-:  
: sons between periods of equal length. :

SUMMARY

Household consumers purchased frozen concentrated orange juice in substantially greater volume in December 1959 than in the same month a year earlier. More moderate gains in purchases were made for fresh oranges, grapefruit, and tangerines, and canned grapefruit and tomato juices. All other products reported, however, were bought in smaller quantity than in December 1958. Single-strength prune, orange, pineapple, and miscellaneous juices, and chilled orange juice dropped 3 to 12 percent. Purchases of orange drink, pineapple-grapefruit drink, and canned grapefruit sections were down about one-fifth, and the miscellaneous frozen concentrated juices declined even more.

FROZEN AND CHILLED JUICES

Purchases of Household purchases of frozen concentrated orange juice  
Frozen Orange reached 5.1 million gallons in December 1959. This was  
Juice Up Sharply the heaviest buying reported in about 2 years and an 8  
percent gain over the pre-freeze (1954-56) average for  
December. 1/ The number of households purchasing increased about 3 million,  
or 27 percent, from a year earlier to 14.3 million. 2/ In terms of percent-  
ages, about 28 percent of all U. S. households bought. In addition, the  
average size of purchase per buying family rose from 6.2 to 7.6 6-ounce cans.  
Retail prices averaged 19.4 cents per can, 2.7 cents less than in the preced-  
ing month, and 6.1 cents less than in December 1958.

The total quantity of frozen orange concentrate bought for home use during the last quarter of 1959 was about the same as the fourth-quarter average for 1954-56. Prices, however, were 4.8 cents higher per can than the pre-freeze average. Consequently, fourth quarter 1959 consumer expenditures were up about 25 percent from the fourth-quarter average for 1954-56 (table 4).

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1/ Data in this report are for 28-day periods to facilitate comparisons.

2/ Calculated from the number of households as estimated by the Bureau of the Census, Current Population Reports, Population Characteristics, Series P-20, No. 94, August 24, 1959. The estimates indicated 50.4 million households in March 1958, and 51.3 million in March 1959.

Miscellaneous Purchases of the miscellaneous frozen concentrated juices continued to decline, and the 466,000 gallons bought in December was the smallest quantity reported for any month in several years. Retail prices, steady at 20.1 cents per 6-ounce can, averaged higher than those for frozen orange concentrate for the first time since 1957 (table 12).

Chilled Juice Retail sales of chilled orange juice were down 10 percent Down to 1956 from December 1958 to 1.5 million gallons. A decline in Volume the size of the average buying family's purchase from 4 to 3.4 quarts was associated with the downturn. The size of purchase and total purchase volume were about the lowest reported in 3 years. About 3.5 percent of the Nation's families bought, the same as a year earlier. Prices charged by retailers were down 0.4 cent to 41.7 cents per quart (table 5).

#### CANNED SINGLE-STRENGTH JUICES

Orange Juice December purchases of canned orange juice were up sharply Shows Sharp from the low level of preceding months. Nevertheless, Seasonal Gain the 726,000 cases bought was moderately below a year earlier and 25 percent below the pre-freeze average for the month. Purchases held at 1.9 46-ounce cans on a buying-family basis. About 7 percent (3.5 million) of the Nation's families purchased the juice in December, a smaller proportion than a year earlier. Prices paid were down 3.2 cents from November to 40.7 cents per can, the lowest since December 1958 when the average was 40.5 cents (table 6).

Grapefruit Juice Sales of canned grapefruit juice for home use totaled Remains Near 538,000 cases in December. This was about 7 percent more 10-year Low than a year earlier when purchases were the lowest reported in the 10-year series. The gain reflected some increase in the average size of purchase. About 5 percent, or 2.7 million, of the Nation's households bought the product. An average of 31.9 cents was paid per 46-ounce can, 3.7 cents less than in December 1958 (table 7).

Pineapple Juice About 907,000 cases of pineapple juice were bought at re- Languishes at tail in December, 9 percent less than a year earlier. 1951 Level Except for July 1959, this was the smallest volume of purchases in 8 years. The loss from the preceding December stemmed from a decline in the proportion of families buying from 10 to 9 percent. The average purchase of 1.9 cans (46-ounce) per buying family and the 31.7 cents paid per can, however, remained about the same (table 8).

Prune Juice Purchases of prune juice inched down from December 1958 to Slips Slightly 536,000 cases. This juice was bought by about 6 percent (3.2 million) of the Nation's households, a somewhat smaller proportion than a year earlier. The average size of purchase per buying family remained at about 2.3 quarts. Prices paid by consumers averaged 43.3 cents per quart bottle, an advance of 2.8 cents over a year earlier (table 9).



Tomato Juice                    December purchases of tomato juice were up about 5 percent  
Up Moderately                from a year earlier to 1.6 million cases. A larger size  
                                 of purchase per buying family was associated with the  
gain. The proportion of households buying, 15.5 percent or 8 million families,  
was about the same. On the average, tomato juice cost consumers 27.2 cents  
per 46-ounce can, 1.7 cents less than in December 1958 (table 10).

Household purchases of miscellaneous canned juices totaled about 1.2  
million cases, 12 percent less than in December a year earlier. These juices  
were bought by about 16 percent (8.1 million) of the Nation's households.  
The average price paid was 37.6 cents per 46-ounce can (table 11).

Total Canned                A total of 5.6 million cans of canned single-strength  
Juices Down                juices was bought at retail in December, a reduction of 3  
3 Percent                    percent from a year earlier. Approximately 21 million  
                                 (40 percent) of the Nation's families purchased these  
products during the month. The average size of purchase per buying family  
was 2.5 cans of 46 ounces (table 11).

#### CANNED SINGLE-STRENGTH FRUIT DRINKS

Heavy Decline                Purchases of canned orange drink for home use dropped 23  
in Fruit Drinks               percent from December a year earlier to 300,000 cases.  
                                 This was the smallest volume bought in any month since  
December 1954. Purchases averaged 2.3 46-ounce cans per buying family, 12  
percent less than in December 1958. There also was a decline in the number  
of families buying. Retail prices were up 0.4 cent to 30.9 cents per can  
(table 13).

Purchases of pineapple-grapefruit drink for home use were down 17 percent  
from December 1958. The 713,000 cases bought, however, was about the same as  
in the preceding month in contrast to heavy seasonal declines in earlier years.  
Only about 6 percent of the Nation's families bought, compared with 7.5 per-  
cent buying in December 1958. Purchases per buying family were up a little  
to 2.2 46-ounce cans. Pineapple-grapefruit drink retailed at 30.8 cents per  
can, 0.8 cent more than a year earlier (table 14).

Retail sales of miscellaneous canned fruit drinks totaled 1.1 million  
cases in December 1959, a little less than in the preceding month. Data are  
not available for 1958. Purchases averaged 2.4 cans (46-ounce) for the 8.3  
percent of the Nation's families that bought. December retail prices were  
35.3 cents per can, 0.8 cent less than in November (table 12).

#### FRESH AND CANNED FRUIT

Fresh Citrus Up            About 2.7 million boxes of fresh oranges were bought for  
                                 home use in December 1959, 11 percent more than a year  
earlier but well below the 1954-56 December average. The average buying  
family purchased about 27 oranges, nearly 2 more than in December 1958. About  
44 percent (22.8 million) of the Nation's families bought the fruit, almost  
the same proportion as a year earlier. Prices paid at 43.4 cents per dozen were  
unchanged from a year earlier. The indicated crop of oranges is 3 percent  
larger than in 1958-59. The average size of fruit is also larger (table 15).



About 1.8 million boxes of fresh grapefruit were bought by consumers in December 1959. This represented an increase of 10 percent over a year earlier, and nearly equaled the 1954-56 average for the month. The gain over the preceding December reflected a larger size of fruit, as the 25 percent of families buying and the 11 grapefruit purchased by such families remained about the same. Retail prices averaged 83.4 cents per dozen, 4.4 cents less than in December 1958. The indicated size of the grapefruit crop for 1959-60 is a little smaller than in the preceding season. As movement of the crop is well ahead of a year earlier, fewer grapefruit remained to be marketed at the beginning of the new year (table 16).

Consumers bought about 1.1 million boxes of tangerines this December, the same as in December 1958. The fruit were larger than a year earlier, which offset declines in both the proportion of families buying and in average size of purchase. Retail prices were up 9.5 cents to 47.9 cents per dozen. The indicated crop is substantially smaller than that in 1958-59 (table 18).

Canned Sections      Only 174,000 cases of canned grapefruit sections were  
Drop to New Low      bought for household use in December 1959, a drop of 18  
                         percent from a year earlier, and the smallest volume re-  
ported in this series. The depressed level reflected fewer families buying,  
as well as a smaller purchase per buying family. Prices paid were up 0.3  
cent from December 1958 to 20.8 cents per No. 303 can (table 17).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices, December 1959 and 1958

Commodity	Total purchases		Purchases per buying family				Families buying		Average price paid <sup>1</sup> per actual unit	
	Change, December, 1959 : 1958		December, 1959 : 1958		December, 1959 : 1958		December, 1959 : 1958		December, 1959 : 1958	
	gallons	Percent	Number	Ounces	Number	Ounces	Percent	Percent	Unit	Cents
<b>FROZEN CONCENTRATED JUICES:</b>										
	1,000	1,000								
Orange	5,138	3,276	57	2.0	2.1	22.7	17.7	27.9	6-oz.	19.4
Miscellaneous	466	707	-34			13.4	14.0		6-oz.	20.1
Total	5,604	3,983	41	2.3		16.9		25.3		20.3
CHILLED ORANGE JUICE	1,532	1,706	-10	2.9	3.3	37.9	38.3	3.5	32-oz.	41.7
<b>CANNED SINGLE-STRENGTH JUICES:</b>										
	1,000	1,000								
Orange	726	754	-4	1.5	1.7	57.5	51.1	6.8	46-oz.	40.5
Grapefruit	538	502	7	1.4	1.5	62.9	57.1	5.2	46-oz.	31.9
Pineapple	907	997	-9	1.4	1.5	61.2	57.4	8.8	46-oz.	31.7
Prune	536	552	-3	1.8	1.8	40.2	39.4	6.2	32-oz.	43.3
Tomato	1,636	1,560	5	1.5	1.5	60.0	55.8	15.5	46-oz.	27.2
Miscellaneous	1,207	1,379	-12	1.6		39.4		15.8	46-oz.	37.6
Total	5,550	5,744	-3	2.2		51.8		40.4		
<b>CANNED SINGLE-STRENGTH DRINKS:</b>										
Orange	301	390	-23	1.5	1.7	71.1	71.2	2.4	46-oz.	30.9
Pineapple-grapefruit	713	862	-17	1.4	1.4	71.4	68.8	6.0	46-oz.	30.8
Miscellaneous fruit	1,101			1.7		65.0		8.3	46-oz.	35.3
CANNED GRAPEFRUIT SECTIONS	174	211	-18	1.4	1.4	32.9	34.6	3.6	16-oz. 2/	20.8
<b>FRESH FRUIT:</b>										
	1,000	1,000								
Oranges	2,743	2,474	11	1.9	1.8	14.4	14.3	44.4	Doz.	43.4
Grapefruit	1,837	1,664	10	1.8	1.8	5.9	5.9	25.1	Doz.	83.4
Tangerines	1,087	1,068	2	1.5	1.4	11.1	12.3	18.2	Doz.	47.9

<sup>1/</sup> Equivalent cases of 24 No. 2 cans. 2/ Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.	2,743	2,474	3,376	2,513	435	469	273	314	6,827	5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.		2,585		2,968		475		356		6,384
Feb.		2,623		3,016		484		378		6,501
Mar.		2,465		2,970		416		355		6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

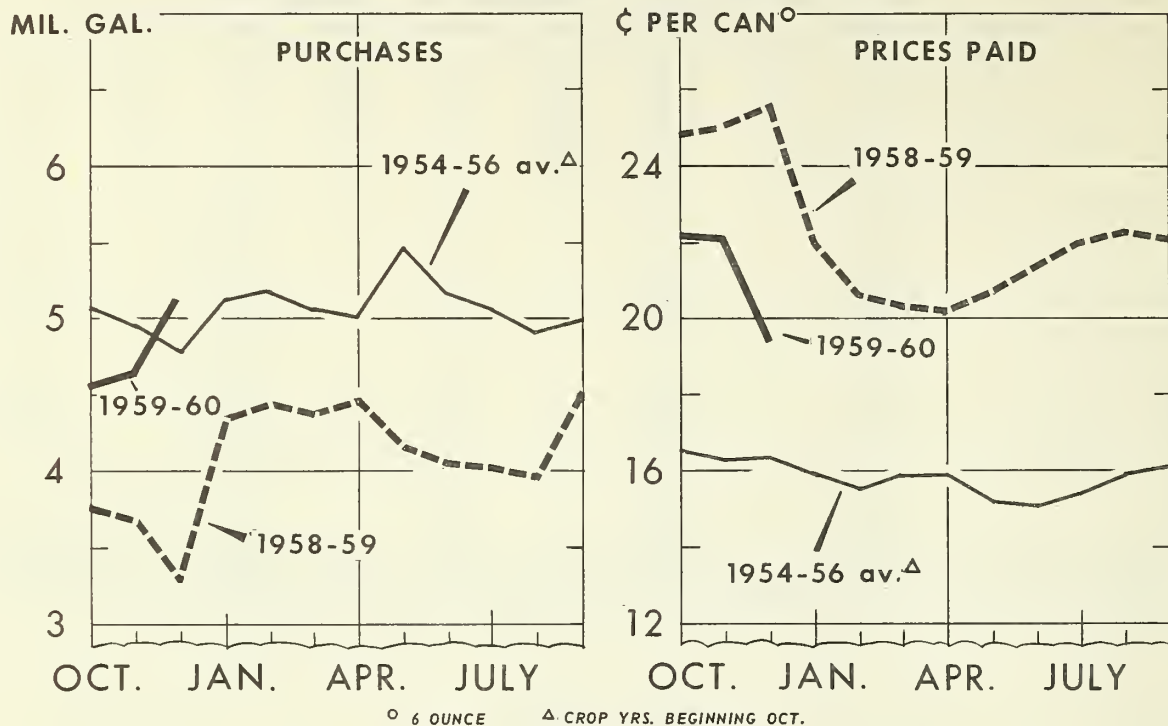
Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049
Nov.	1,660	1,243	436	495	172	194	2,268	1,932
Dec.	1,837	1,664	397	375	126	142	2,360	2,181
Oct.-Dec.		3,543		1,499		602		5,644
Jan.		2,105		446		158		2,709
Feb.		2,376		432		159		2,967
Mar.		2,178		505		144		2,827
Oct.-Mar.		10,749		3,007		1,107		14,863
Apr.		1,958		647		167		2,772
May		1,383		648		144		2,175
Jun.		774		523		168		1,465
Oct.-Jun.		14,992		4,943		1,631		21,566
Jul.		312		495		199		1,006
Aug.		200		481		196		877
Sep.		273		477		204		954
Season		15,961		6,533		2,291		24,785

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-60(2) AGRICULTURAL MARKETING SERVICE

Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

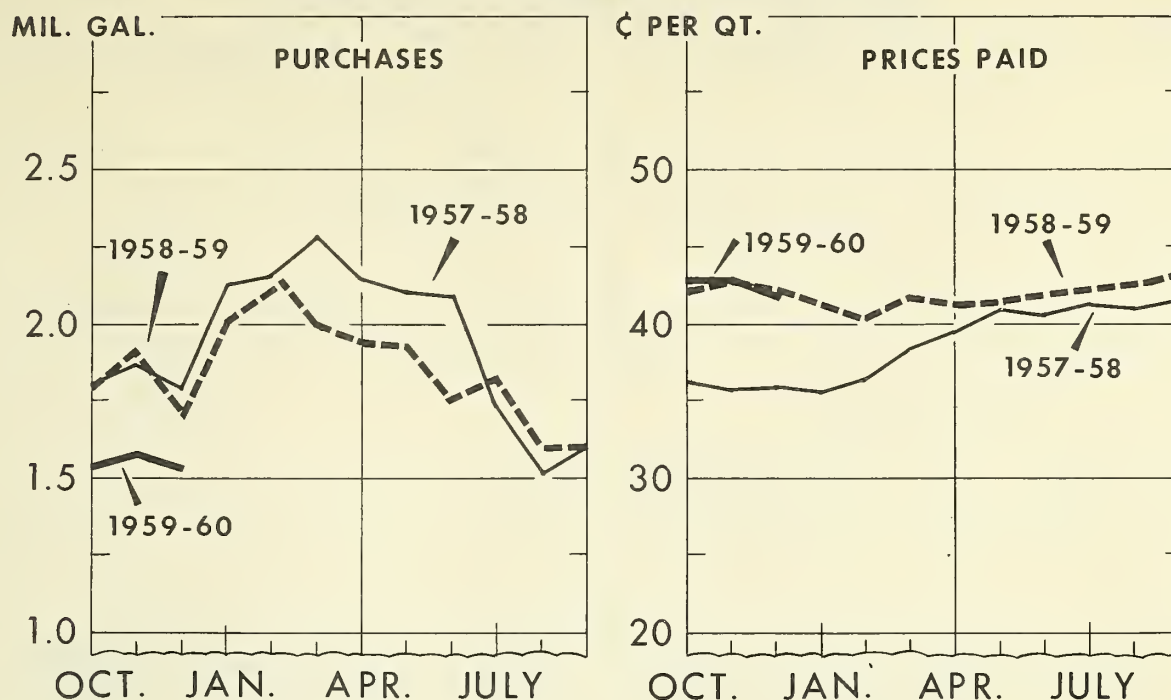
Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.	5,138	3,276	4,751	27.9	22.4	29.3	19.4	25.5	16.4
Oct.-Dec.	11,465	11,465	15,902						
Jan.		4,364	5,122		25.8	27.9		22.0	15.9
Feb.		4,436	5,179		26.2	28.0		20.5	15.5
Mar.		4,367	5,043		26.1	26.7		20.3	15.8
Oct.-Mar.		25,707	32,579						
Apr.		4,448	5,006		25.8	25.2		20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.		39,221	49,479						
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season		52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.



# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646-60(2) AGRICULTURAL MARKETING SERVICE

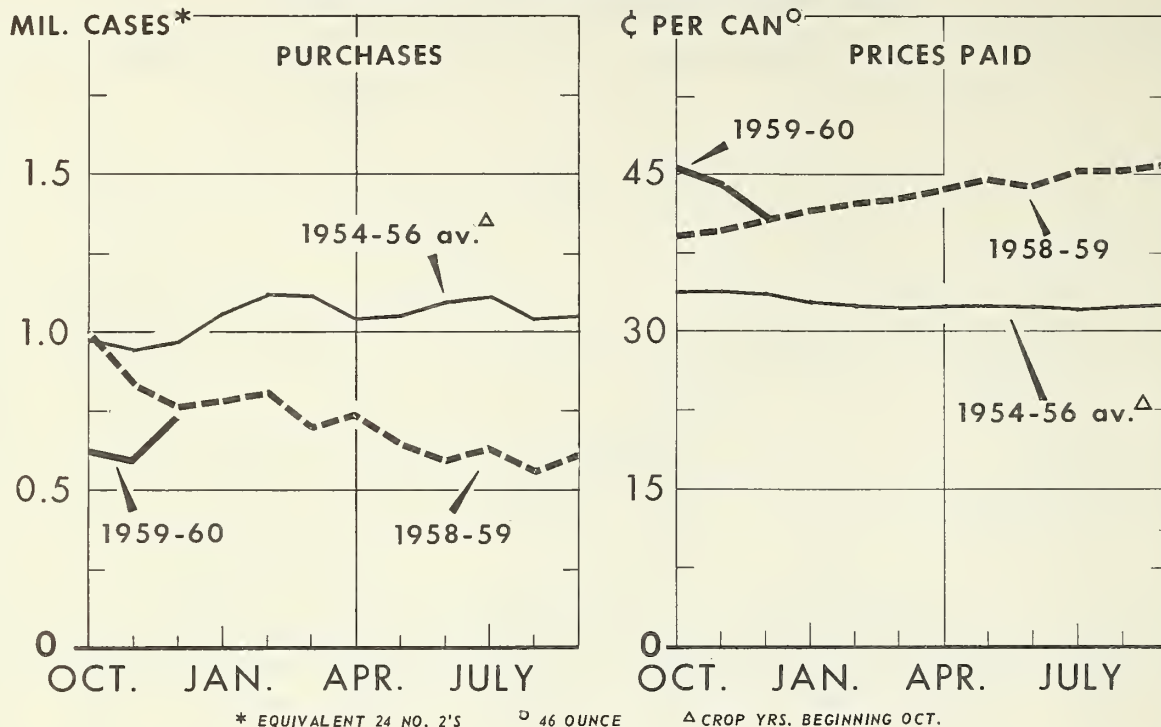
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents <sup>2/</sup>	Cents <sup>2/</sup>	Cents <sup>3/</sup>
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,532	1,706	1,786	3.5	3.4	3.5	41.7	42.1	35.9
Oct.-Dec.		5,749	5,958						
Jan.		2,002	2,129		4.4	4.3		41.2	35.4
Feb.		2,124	2,163		4.8	4.7		40.2	36.4
Mar.		1,993	2,277		4.4	4.8		41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.		1,942	2,147		4.1	4.4		41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. <sup>2/</sup> Price per actual quart. <sup>3/</sup> Price per equivalent quart.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60 (2) AGRICULTURAL MARKETING SERVICE

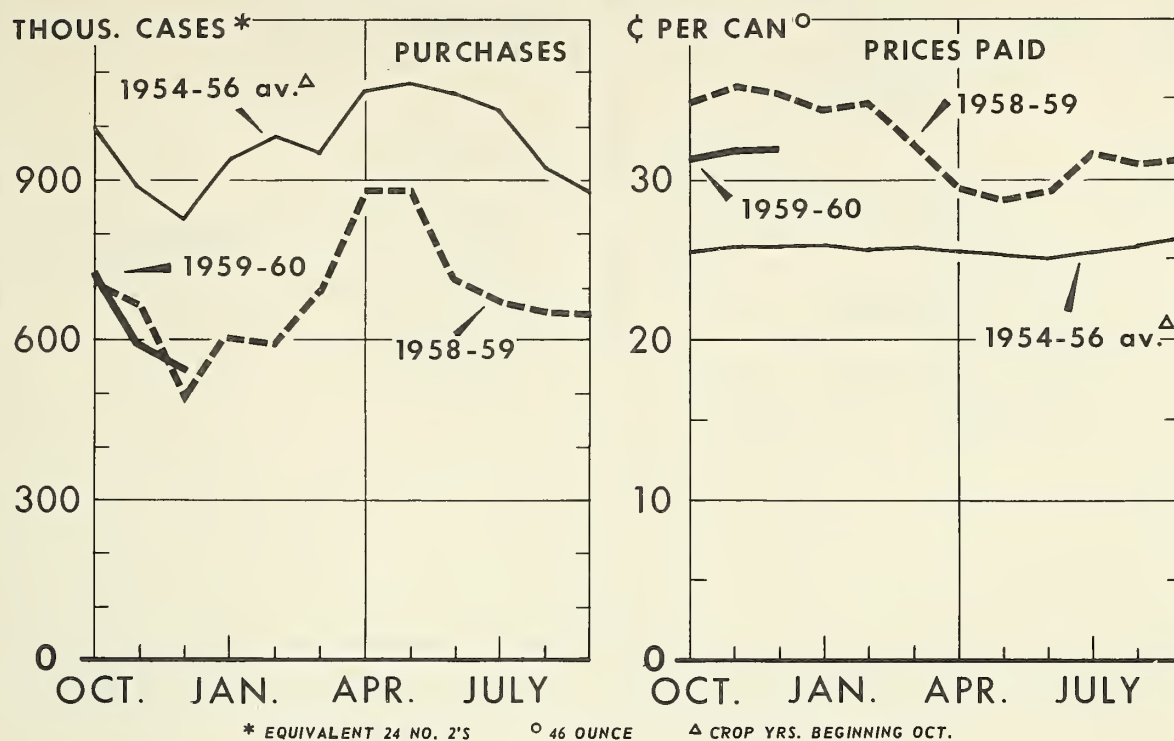
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	726	754	968	6.8	7.5	9.6	40.7	40.5	33.5
Oct.-Dec.		2,767	3,121						
Jan.		791	1,055		7.6	11.8		41.6	32.7
Feb.		806	1,118		8.0	11.0		42.2	32.3
Mar.		694	1,113		6.7	11.8		42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(2) AGRICULTURAL MARKETING SERVICE

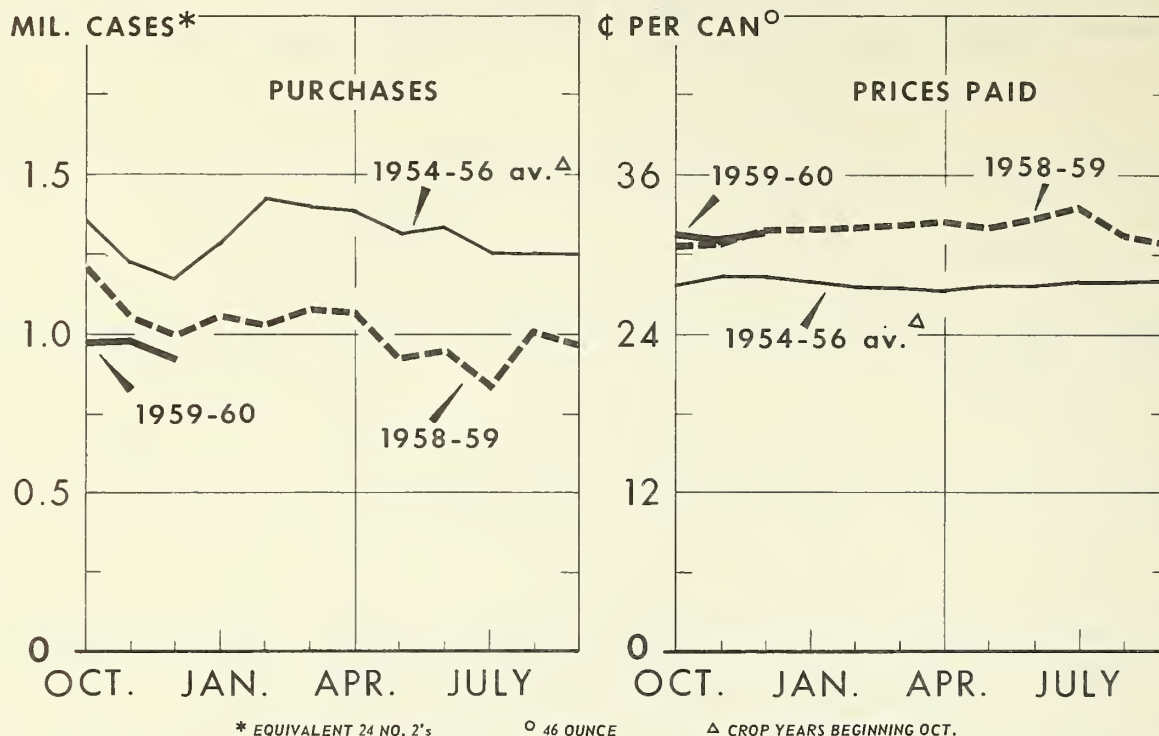
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.	538	502	824	5.2	5.1	6.6	31.9	35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.		609	938		5.8	8.5		34.5	25.9
Feb.		590	983		5.7	7.7		34.8	25.7
Mar.		689	950		6.5	6.9		32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-60(2)

AGRICULTURAL MARKETING SERVICE

Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

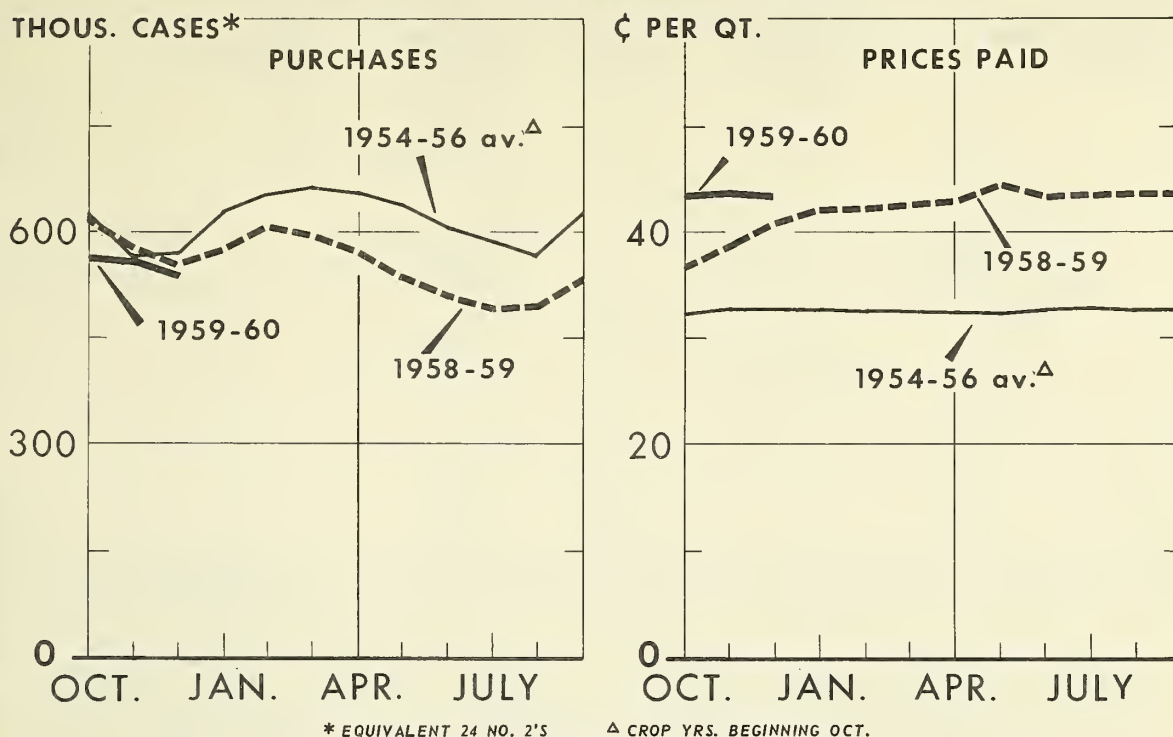
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.	907	997	1,174	8.8	9.7	11.0	31.7	32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.		1,056	1,285		10.4	12.1		31.9	28.1
Feb.		1,029	1,424		10.0	12.4		32.1	27.7
Mar.		1,079	1,400		10.4	12.4		32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60(2) AGRICULTURAL MARKETING SERVICE

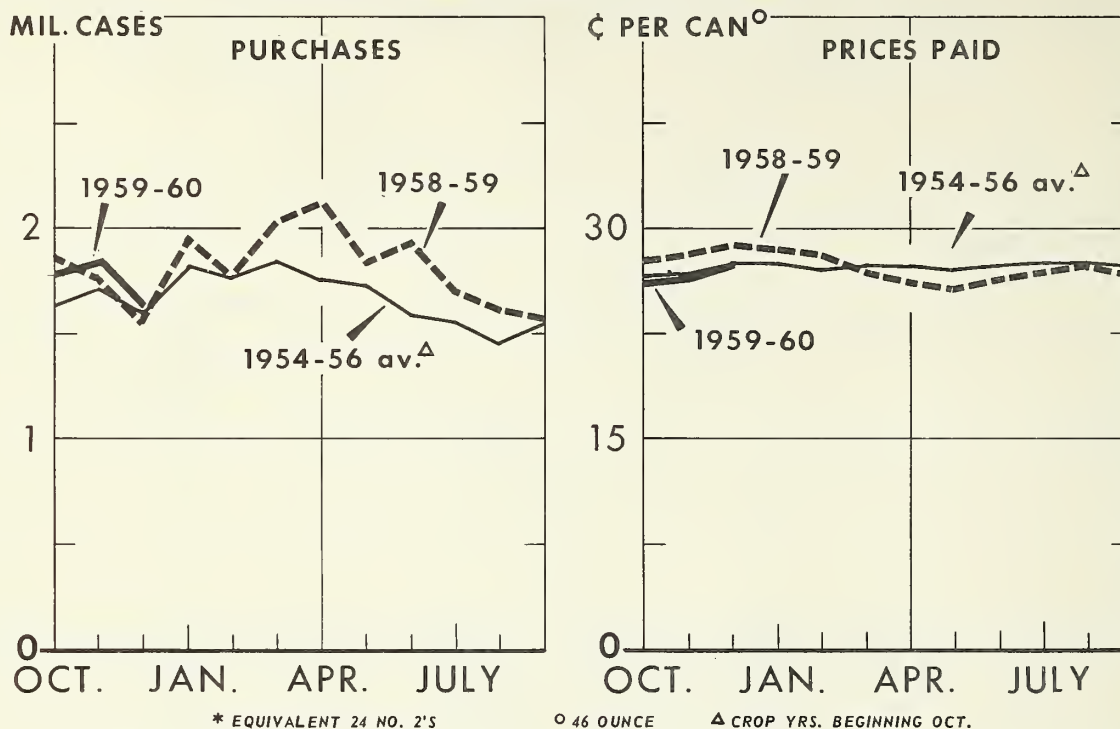
Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.	536	552	569	6.2	6.7	7.3	43.3	40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.		572	629		7.1	7.7		42.0	32.7
Feb.		608	651		7.3	7.5		42.3	32.7
Mar.		596	660		6.9	7.6		42.6	32.6
Oct.-Mar.		3,768	3,972						
Apr.		572	653		6.9	7.4		42.9	32.4
May		536	636		6.3	7.0		44.2	32.4
Jun.		507	603		6.0	6.7		43.2	32.6
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8		43.4	32.9
Aug.		494	566		6.1	6.5		43.8	32.7
Sep.		530	623		6.6	6.8		43.8	32.7
Season		7,148	7,923					41.9	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-60 (2) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	Average 1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Nov.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Dec.	1,636	1,560	1,582	15.5	15.9	16.1	27.2	28.9	27.4
Oct.-Dec.		5,596	5,390						
Jan.		1,952	1,818		18.1	18.8		28.5	27.4
Feb.		1,795	1,773		17.6	18.1		28.0	27.0
Mar.		2,033	1,846		18.1	18.1		26.9	27.3
Oct.-Mar.		11,853	11,282						
Apr.		2,127	1,755		18.5	18.6		26.0	27.2
May		1,846	1,715		16.0	17.4		25.6	27.0
Jun.		1,933	1,593		16.9	17.1		26.1	27.4
Oct.-Jun.		18,104	16,772						
Jul.		1,712	1,553		15.0	17.2		26.9	27.5
Aug.		1,621	1,449		14.2	14.5		27.1	27.3
Sep.		1,569	1,536		13.9	15.6		26.6	27.2
Season		23,491	21,657					27.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/			All canned juices		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
October	1,289	1,453		5,967	6,836	
November	1,188	1,455		5,749	6,357	
December	1,207	1,379		5,550	5,744	
January		1,547			6,527	
February		1,571			6,399	
March		1,536			6,627	
April		1,476			6,855	
May		1,598			6,438	
June		1,508	1,694		6,197	6,122
July		1,378	1,616		5,712	5,706
August		1,280	1,494		5,610	5,390
September		1,244	1,305		5,561	5,202

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, orange, pineapple, prune and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

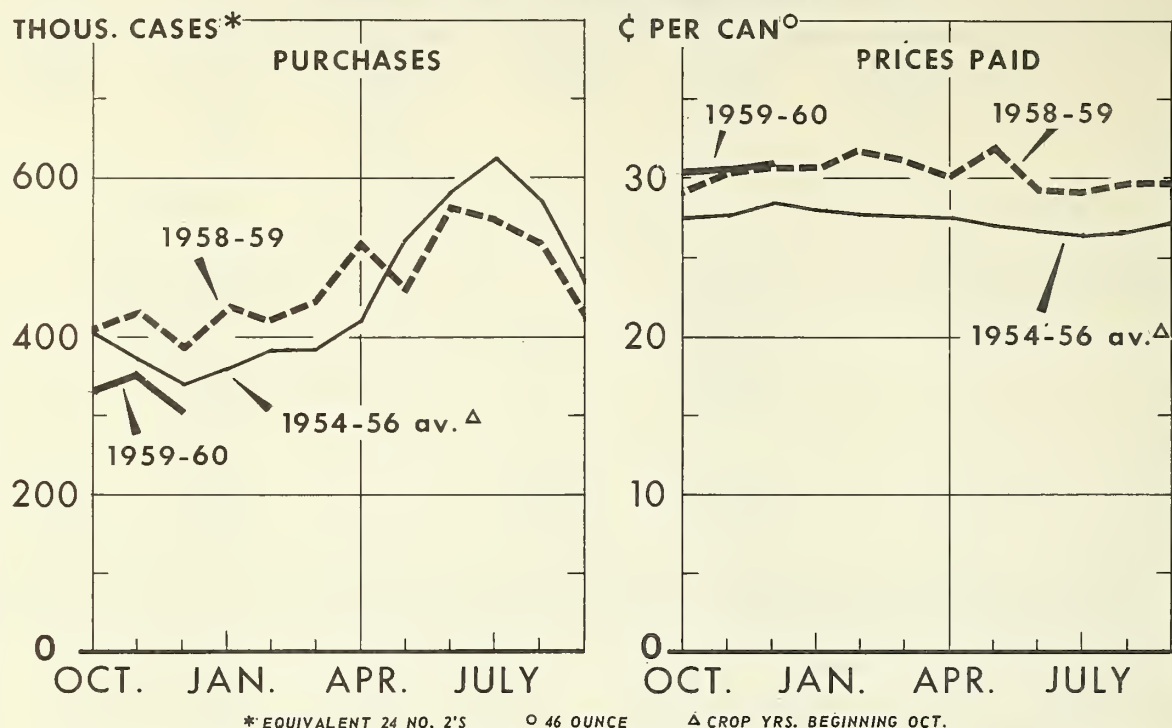
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/	
	Purchases		Prices paid per 6 ounce can		Purchases	Prices paid per 46 ounce can
	1959-60	1958-59	1959-60	1958-59	1959-60	1959-60
	1,000 gallons	1,000 gallons	cents	cents	1,000 cases 4/	cents
October	728	801	19.4	19.5	1,199	36.0
November	506	791	19.9	19.9	1,144	36.1
December	466	707	20.1	20.3	1,101	35.3
January		642		19.7		
February		655		19.6		
March		690		19.7		
April		756		19.4		
May		740		19.1		
June		801		18.9		
July		734		18.9		
August		670		19.0		
September		625		19.2		

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60 (2) AGRICULTURAL MARKETING SERVICE

Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

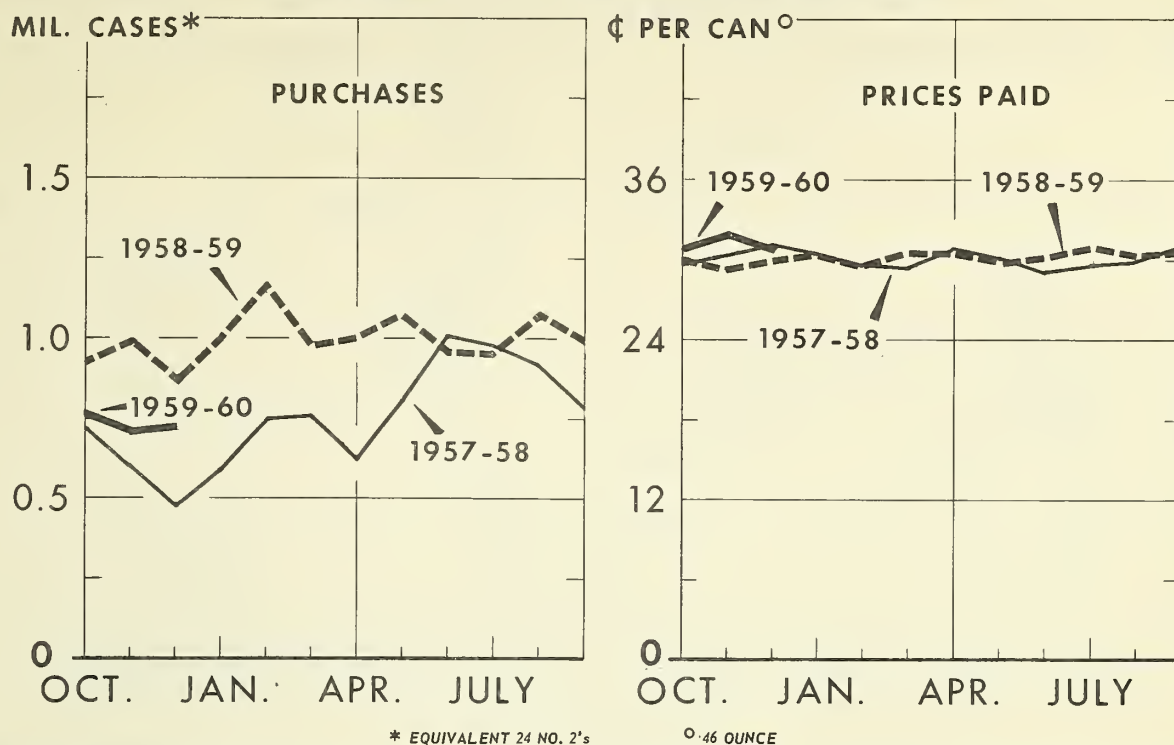
Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average			Average			Average		
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	301	390	340	2.4	2.8	3.0	30.9	30.5	28.2
Oct.-Dec.		1,304	1,190						
Jan.		440	359		3.5	2.9		30.6	28.0
Feb.		421	383		3.3	3.2		31.5	27.8
Mar.		444	385		3.7	3.2		31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.



# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60 (2)

AGRICULTURAL MARKETING SERVICE

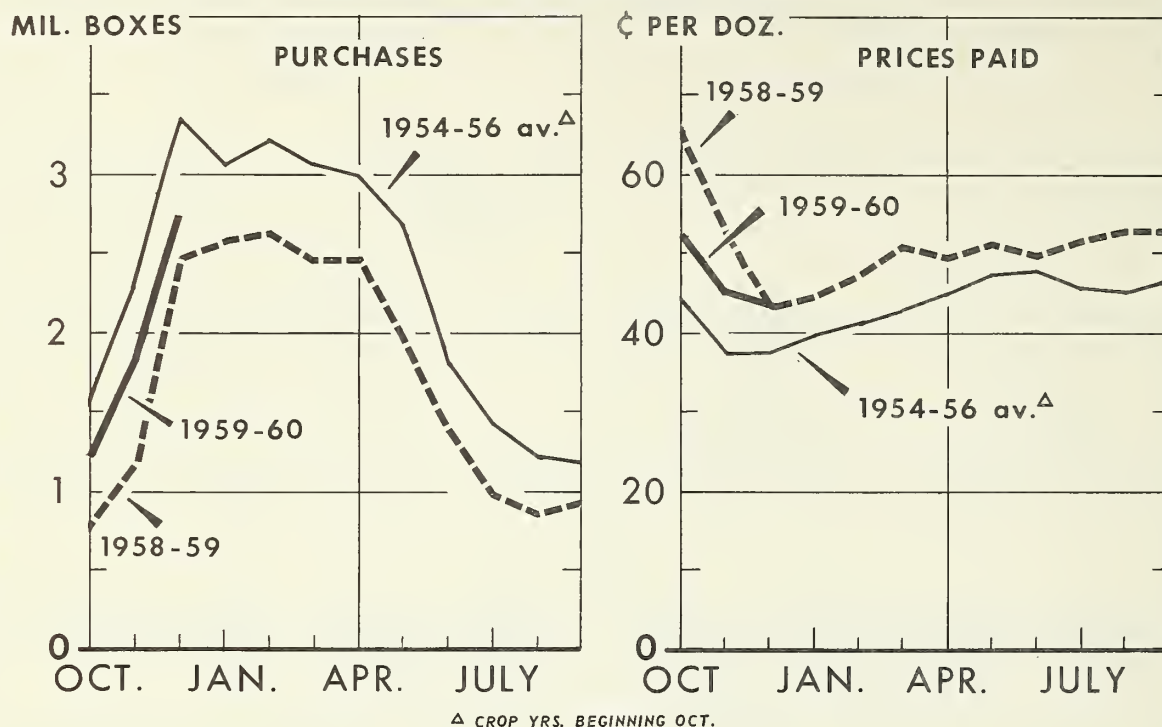
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.	713	862	471	6.0	7.5	5.0	30.8	30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.		1,026	585		8.9	5.9		30.3	30.4
Feb.		1,169	748		9.9	6.9		29.7	29.6
Mar.		973	755		8.6	6.9		30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60 (2) AGRICULTURAL MARKETING SERVICE

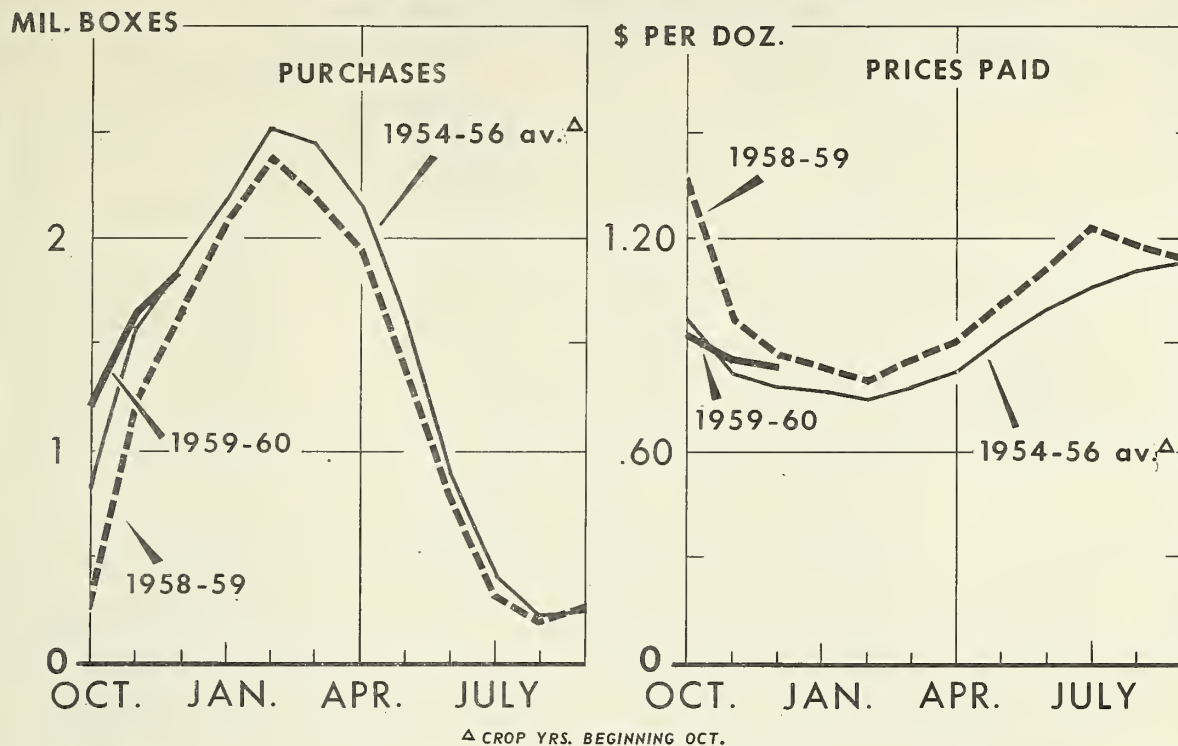
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1959-60	1958-59	1954-55/ 1956-57	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.	2,743	2,474	3,360	44.4	44.8	48.1	43.4	43.4	37.9
Oct.-Dec.		4,749	7,900						
Jan.		2,585	3,060		41.8	41.2		44.6	39.9
Feb.		2,623	3,214		42.8	44.0		46.6	40.9
Mar.		2,465	3,059		40.5	39.7		50.1	43.0
Oct.-Mar.		13,085	15,167						
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.		19,210	26,025						
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season		22,269	30,113					49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60(2) AGRICULTURAL MARKETING SERVICE

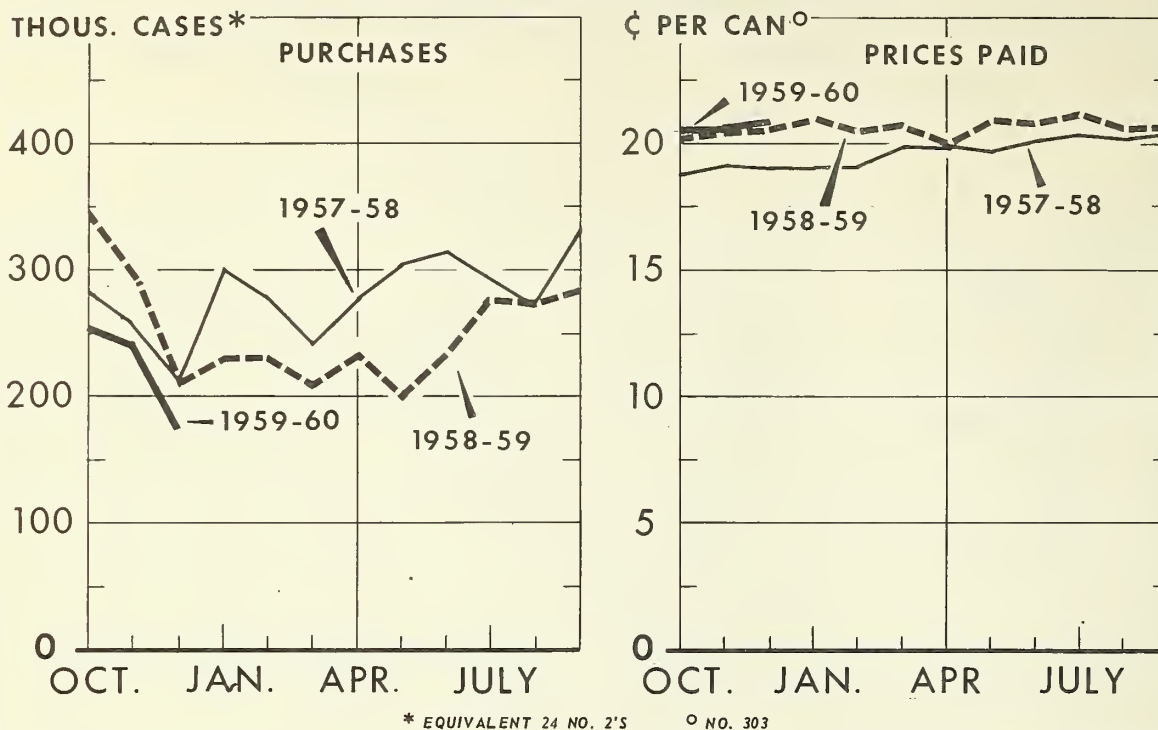
Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period <sup>1/</sup>	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	Average	1959-60	1958-59	1957-58	1959-60	1958-59	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,837	1,664	1,889	25.1	25.0	24.8	83.4	87.8	78.5
Oct.-Dec.		3,543	4,787						
Jan.		2,105	2,199		28.4	27.7		83.6	77.4
Feb.		2,376	2,526		30.4	31.4		80.8	74.3
Mar.		2,178	2,440		28.2	30.1		86.1	77.7
Oct.-Mar.		10,749	12,619						
Apr.		1,958	2,153		26.6	23.7		91.2	82.1
May		1,383	1,587		20.1	18.4		101.4	91.5
Jun.		774	896		13.2	10.0		111.8	99.9
Oct.-Jun.		14,992	17,573						
Jul.		312	421		6.3	5.3		122.7	105.9
Aug.		200	225		4.3	3.3		118.8	111.4
Sep.		273	256		6.4	2.3		114.0	112.7
Season		15,961	18,519					91.8	83.0

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6654-60 (2) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	174	211	209	3.6	4.0	4.1	20.8	20.5	19.0
Oct.-Dec.		897	803						
Jan.		229	300		4.6	5.4		21.0	19.0
Feb.		230	279		4.1	5.3		20.4	19.0
Mar.		209	240		4.1	4.7		20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.



# PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT

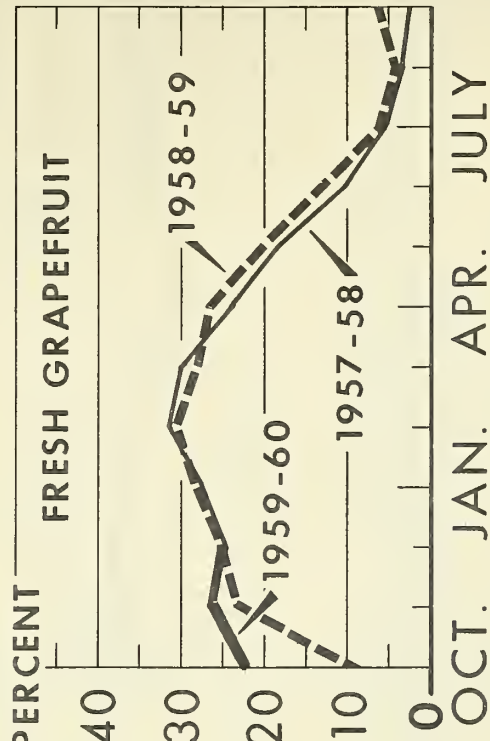
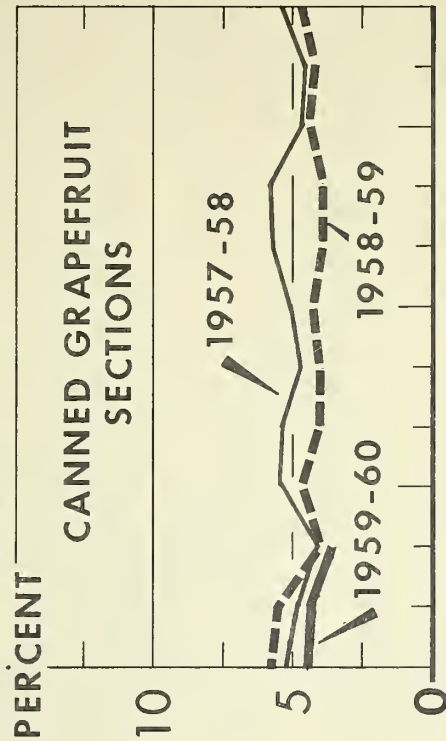
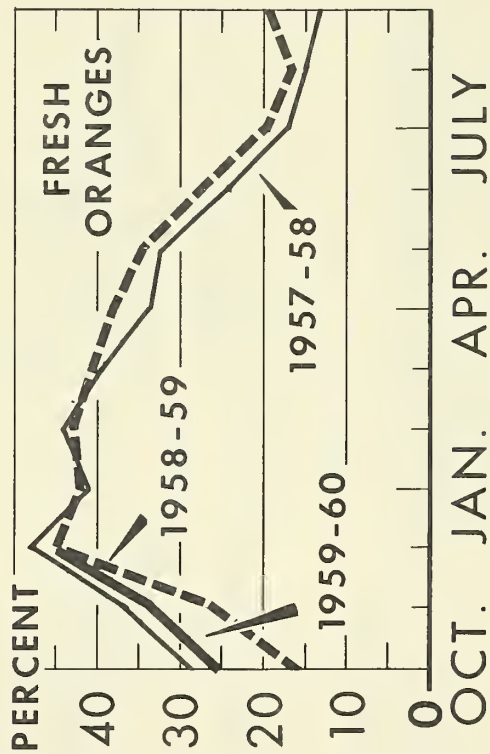
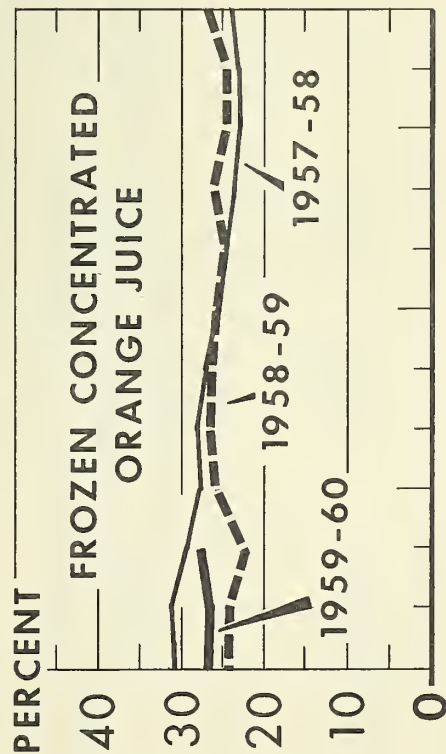
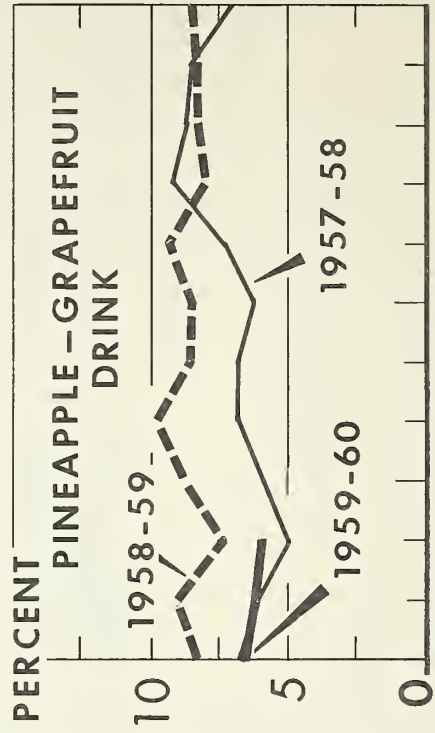
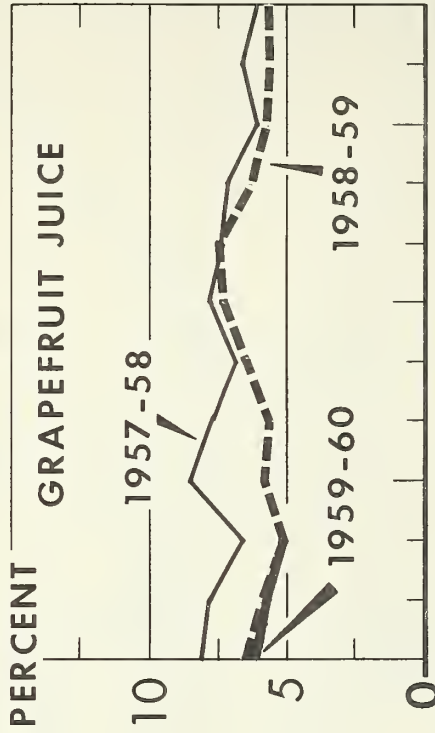
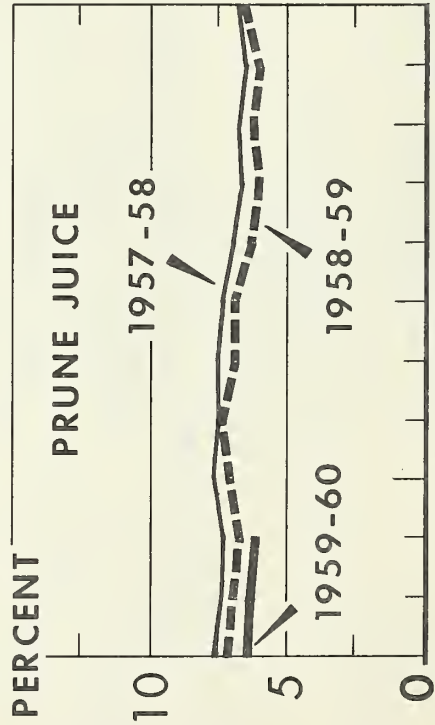
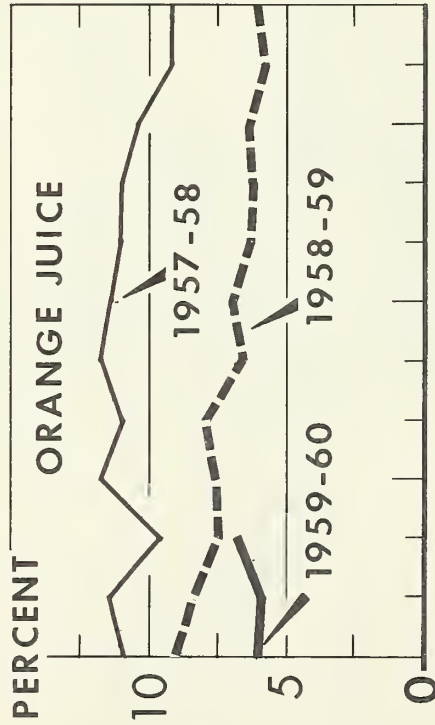


Figure 13

U.S. DEPARTMENT OF AGRICULTURE

NEG. 7550-60 (2) AGRICULTURAL MARKETING SERVICE

# PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



OCT. JAN. APR. JULY

Figure 14

U.S. DEPARTMENT OF AGRICULTURE

NEG. 7551-60 (2)

AGRICULTURAL MARKETING SERVICE

Table 18. FRESH TANGERINES: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	2/	2/	0.2	0	0.2	2/	2/	2/
Nov.	404	100	349	9.2	3.0	8.7	48.6	50.4	46.4
Dec.	1,087	1,068	882	18.2	20.4	17.5	47.9	38.4	43.8
Oct.-Dec.	1,422	1,332	1,422						
Jan.		517	308		10.1	7.2		37.9	46.9
Feb.		224	90		4.5	2.4		35.8	44.5
Mar.		2/	2/		.9	.4		2/	2/
Oct.-Mar.		2,128	1,839						
Apr.									
May									
Jun.									
Oct.-Jun.									
Jul.									
Aug.									
Sep.									
Season									

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

39.1 44.9







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